

Draft Communications Plan for Announcing Release of Final Phase III WIP Expectations

Release Date: June 19, 2017

Products:

- Press release (*under development by OCGR*)
- Q&A (*under development by CBPO*)

Day Prior to Rollout:

- Prepare letters to the jurisdictions for signature and send to front office (CBPO)
- Prepare the Expectations Document for posting on the web (ensuring 508 Compliant); document does not go live until day of rollout. (D.McNally/WPD)

Day of Announcement/Rollout

- 9 a.m. Release the final Phase III WIP expectations document with a cover letter to each of the seven Bay watershed jurisdictions. (RA)
- 9:30 a.m. Notification to Bay congressional delegation (*OCGR Liaisons*)
- 1 p.m. Expectations document placed on Chesapeake Bay TMDL website on the [Correspondence and Guides page](#). A gray box at the top of the website homepage will highlight the announcement and include a link to the document. (*WPD*)
- 1 p.m. Approved press release issued to Bay media and included on EPA national and regional website. (*OCGR*)
- 1 p.m. Notifications to key stakeholders, including the Bay Program Management Board and Water Quality Goal Implementation Team, the Chesapeake Bay Foundation and others to be determined. (*CBPO*)
- 1 p.m. Twitter and Facebook notifications of release of document. (*OCGR*)
- Note: All media inquiries will go through OCGR Communications and if interviews are requested, they will be handled on a case by case basis in coordination with the Bay Office and HQ.
- **Key Messages:**
- The Phase III Watershed Implementation Plans, or WIPs, will provide clear roadmaps for how the jurisdictions and their local and federal partners will achieve their Bay TMDL 2025 nutrient and sediment goals.
- Our expectations were developed in support of those goals and to provide the jurisdictions with the opportunity to build off their earlier WIP strategies to:
 - Further optimize their choices of pollution reduction practices.
 - Incorporate lessons learned and new science and information from the midpoint assessment.
 - Develop comprehensive local and federal engagement strategies so their contributions are clearly articulated.

- Build and sustain the necessary programmatic and funding capacity needed to achieve their 2025 goals.

These expectations incorporate decisions made by the CBP Principals' Staff Committee, of which EPA is a member along with the seven Bay jurisdictions and the Chesapeake Bay Commission. These decisions address changed conditions due to Conowingo Dam infill, growth and climate.

Background

Deliberative Process / Ex. 5